

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, May 2, 1894.

No. 18

## \$5,100

THE Twenty-sixth Annual volume of Rowell's "American Newspaper Directory," which appeared April 30, 1894, rates the circulation of

THE ST. LOUIS

## REPUBLIC

larger than the circulation of any other morning paper published in St. Louis. The correctness of this rating is guaranteed by forfeits of \$100 by the Publishers of the Directory and

☞ \$5,000 by THE REPUBLIC. ☜

(See editorial in PRINTERS' INK of March 21st.)

NET CIRCULATION FIGURES FOR ANY DAY, ANY WEEK, OR ANY MONTH, ON APPLICATION. QUICK ESTIMATES FURNISHED BY

**THE REPUBLIC,**

OR AT NEW YORK OFFICE,  
146 TIMES BUILDING.

**ST. LOUIS, MO.**

# ATLANTIC COAST LISTS

## AN AUDIENCE

of more than one-sixth of all the  
reading population of the United  
States outside of large cities is  
addressed each and every week  
by those who advertise in the

**ATLANTIC COAST  
LISTS.**

134 LEONARD ST.  
NEW YORK

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, MAY 2, 1894.

No. 18.

## HOW THEY ANNOUNCED MARRIAGES IN OLD NEW YORK.

Doubtless many of those who revel in the delights of the Sunday newspapers were surprised to observe in one of them, a few weeks since, a marriage notice a little out of the ordinary run. The first paragraph was stereotyped enough, but a foot-line imparted this intelligence: "No cards, no cake, nobody's business."

To many this was startling, but to the old heads with reminiscences of younger hearts it was commonplace.

A century since, and even more recently, it was customary to add facetious remarks, and for the friends of the bridegroom to attach gags and queer doggerel, very often uncomplimentary, to the newly-wedded pair.

Sometimes there were editorial comments, and they were often quite sufficient to jeopardize the editor's safety, either in his sanctum or on the public thoroughfare.

In perusing the files of different papers, published in this city and vicinity during the early part of the present century, now in possession of Col. John G. Fay, of East Chester, the writer came across some really very unique advertisements. Two newspapers seem to have been the matrimonial heralds. They are the *New York Weekly Museum*, and the *Athenaeum*, published in New Haven, Conn. The former was issued from near the corner of William and Beaver streets, and was quite a successful sheet. As far as the matrimonial column shows, the Rev. Dr. Milldoler must have done a "land-office" business, for he appears to have joined together at least one-half of the couples that for seven years took on the yoke of connubial bliss in New York. Some of the most pungent of these notices are given verbatim, as they appeared in the *Museum*, beginning in 1814, when "Johnnie came marching home" from the second struggle for independence, and matters in general began to assume a somewhat settled condition. One reads:

"On Saturday, May 14, at Charlton,

Luther Marble to Miss Sophia Stone, a cold, hard match."

In the issue of June 12, 1814, is this:

"On Sunday, at New Bridge, Mr. Isaac Hall, Jr., of New York, to Miss Sallie Meeker, daughter of Major Uzal Meeker, of that place.

"This Son of Neptune once did save  
This ladye from a watery grave,  
And to reward him for her life  
In Hymen's bands became his wife."

It seems Hall was in the employ of Robert Fulton, the inventor of steam navigation, and jumped into the water and rescued "the ladye," who was about to take a spin on the new steam-boat. The next benedict in the line was evidently a compositor on the *Museum*, who was off on his honeymoon when this appeared:

"At Blooming Grove—Mr. John Reeder, printer of this city, to Miss Elizabeth Tompkins, of the former place.

"One volume of the Rights of Man  
From maiden errors freed her,  
She saw the title, liked the plan,  
And soon became a Reeder."

The *New Haven Athenaeum* of August 6, 1814, contains the following:

"Married at Peterville, August 1, by the Rev. Dr. Cannon, Mr. G. Powder to the amiable and accomplished Miss Sparks.

"Ed.—We are apprehensive that sparks among such combustibles as these will produce an explosion at Salt Peterville.

Marriage between New Yorkers and the Southerners was exceedingly common, much more than it has been during the last half of the century. On one occasion a youth from this State named Lyon found his bride in Charleston, S. C. On March 27, 1815, the notice appeared in the *Museum*, under the title of Nuptial:

"In Charleston, S. C., January 31.—Mr. Stephen Lyon to Miss Rebecca Lamb.

"The happy time at length's arrived  
In Scripture days foretold,  
When Lamb and Lyon both unite,  
Embrace and keep one fold."

—*New York News*.

## SOME NOTABLE ADVERTISEMENTS.

AN EXCELLENT AD.

COLLECTED AND REMARKED UPON BY  
THE MANAGER OF THE "PRINTERS'  
INK" ADVERTISING BUREAU.

**EVANSVILLE ROUTE**

**ROUTE OF THE  
CHICAGO and NASHVILLE LIMITED**

## EXCEPTIONALLY GOOD.

The above ad is one which a correspondent sends in, thinking it worthy of comment. It will bear careful consideration. Utilizing the head of an elephant to express, by means of a geographical outline following its contour, the directness of the Evansville Trunk Route, north, is clever. The idea is one that is bound to impress every reader. The ad can therefore be deemed exceptionally valuable. It is by exerting such skill that men have elevated advertising to the position of an artistic science.

## BOOTBLACKS.

PEDAL TEGUMENTS ARTISTICALLY DECORATED and illuminated for the small compensation of 5 cents per operation at ANGEL & SARAFINE'S, corner Eighth and Broadway.

The papers of Oakland, Cal., are carrying the above ad, and our correspondent informs us that it creates comment.

Oddities of this sort are not, as a general thing, to be recommended.



# "I was Raised on Mellin's Food."

The only substitute for mother's milk upon which Infants will grow strong, healthy and vigorous. The best food for Invalids, Convalescents, Dyspeptics and the Aged. Our book for the instruction of mothers,

## "The Care and Feeding of Infants."

Will be mailed free to any address upon request.

**DOLIBER-GOODALE CO.,  
Boston, Mass.**

The advertisement reproduced above is occasionally to be found in poorly printed country papers. The maker of the picture has been successful in pro-

ducing a cut which prints an effective picture even under unfavorable circumstances, and PRINTERS' INK does not remember having seen a prettier, more effective or a better advertisement in a country paper.

DON'T IMPOSE UPON THE PUBLIC'S CREDULITY.

**IT PAYS** THE BEST AND IS THE SAFEST INVESTMENT I EVER MADE.



There are single retail shoe stores in our large cities which sell 2,000 pairs of shoes a day, making a net profit of \$320,000 a year. We sell shoes low, but we sell a great many pairs, the clear profit on our ladies', misses' and children's shoes is at least ten cents a pair, and on our men's and boys' shoes 15 cents a pair. We shall establish shoe stores in each of the fifty largest cities of the U. S., and if they sell only 300 pairs of shoes a day they would earn \$325,000 a year. We should be able to pay a yearly dividend of \$3.25 a share, or over 50 per cent. a year on the investment. We sell the stock at \$10 a share. The price must inevitably be much more than \$10 a share. No stock has ever been sold at less than this price, which is its par value. Stock non-assessable. Incorporated, Capital \$1,000,000. We have over 1,000 stockholders, and the number is increasing daily. Some of the principal stockholders are: T. A. Walling, N. Y.; L. J. Potter, Boston; N. A. Reed, Jr., Chicago; J. B. Campbell, Chicago; W. M. Kavanaugh, Little Rock, Ark.; I. H. Rich, Chicago; J. F. Turner, Philadelphia; S. Harding, N. Y.; E. J. Fayot, Battle Creek, Mich.; F. F. Bailett, Annapolis, Md.

Write for a prospectus containing the names of our stockholders, etc., or send an order for stock, enclosing cashier's check, cash or money order. Orders taken for one or more shares. Price, \$10 a share.

**DEXTER SHOE CO.,** 143, 145 & 147 Federal St., BOSTON, MASS.  
Agents Wanted.

An advertising cynic once said to a neophyte: "You must advertise to catch d—d fools, not college professors, and you'll be just as likely to catch college professors as any other sort." To PRINTERS' INK it would appear that the Dexter Shoe Co., of Boston, whose announcement is reproduced above, has fashioned its advertising after the cynic's plan. It would be interesting to know to what extent such an advertisement is successful, also to what extent it ought to succeed.

CUT PRICES IN STONES.

## REMOVAL · SALE.



### —THE— Lewiston Monumental Works

Having sold their present stand to the Franklin monument, for a street-way, are going to change the location of their works to several blocks and steps down, a few doors from their present location, and opposite the Upper M. C. R. R. Station, and are having great prepared for a stone, and large stone work, which will be the finest of the kind to be seen, also new cutting stone, limestone, granite, marble and granite, and polishing stone, with all the latest improved machinery. It is contemplated that the stone will be made to prospective customers, and the public in general, the following announcement: In order to avoid the expense and risk incurred in removal, we have decided to offer all our monumental work in stock, including some

100 or 200 Monuments, Tablets, Markers, etc., at Prices Less Than Cost.

Besides allowing the customer a discount from the cost of removal. This offer will hold good until July 1, 1904. Call and examine this work and get our prices or write for discount sheets of monuments on hand with special quotations on same.

**JAMES P. MURPHY, · MANAGER,**  
12 and 14 BATES STREET,  
Near Upper M. C. R. R. Depot, LEWISTON

The Lewiston Monumental Works of Lewiston, Me., are holding a removal sale, and in order to get rid of as much of their stock as possible, are advertising gravestones and monuments at half price.

One is unaccustomed to have the associations of death set before him as bargains, and the ad is therefore more effective for being unique.

OLD, BUT EFFECTIVE.

The marked ad has been used to quite an extent for some years. Of late it seems to have fallen into disuse, being supplanted by more novel ideas. The reproduction printed below illustrates the idea. This ad, while not being artistic, is nevertheless more conspicuous than some that have display and more space.

ORDER BY MAIL

# Groceries

SAVE MONEY SAVE MONEY SAVE MONEY

Largest Grocery Package in the world. Free send this advertisement and address to

**COLDBERG, BOWEN & LEBENBAUM**  
432 PINE STREET SAN FRANCISCO

The eye is almost certain to rest on an ad of this kind.

THE WAY IT IS DONE.

This advertisement is doubtless a

good one for its purpose. See the natty salesman of nursery stock, and note how the wily granger, with hayseed in his hair, drinks in the eloquence of the speaker, while he admires, also, the picture book exhibited to his gaze.



(This is the way it is done. You can easily learn.)

## WE WANT MEN

TO SELL OUR  
APPLE TREES AND OTHER  
NURSERY STOCK.

Write at once for terms.

HOMER N. CHASE & CO.,  
AUBURN, . . . MAINE.



At church the deacon raised the tune  
With nasal twang first low, then louder;  
At home his good wife raised the cake  
With some of Cleveland's Baking Powder:—  
'Twas vainly hoped his tunes he'd make  
One half as good as her fine cake.

PUNNING AND ACROSTIC.

## We Rope Them In

That's what they say, and we admit the fact.

### Look at Our Rope:

**R**emarkable **& R**are  
Quality Goods

**O**pen hand **& O**ne Price  
Dealings. Only.

**P**rice the **& P**rofits  
Lowest. Small.

**E**very article **& E**verybody  
a Bargain. Pleased.

Our rope is a rope to tie to, it won't strain or stretch, every strand is stout and strong. It's the rope that

**HOLDS CUSTOM**  
AND  
**HANGS COMPETITION.**

We are doing our business strictly on

## The Urope in Plan

Get what you pay for and pay for what you get.  
See our New Spring Clothes and Hats.

**EISEMAN & WEIL,**  
3 Whitehall.

This ad is one that exhibits the effectiveness of display, yet the necessity of having the matter set forth the plain, ungarnished truth is not neglected.

A not unfruitful attempt at punning and acrostic is made, and neither prove detrimental to the general excellence.

FOR AND AGAINST THE CLIMAX  
PLUG AD.



The large number of letters received in response to our request for the opinions of our readers as regards the

merits of the Climax Plug ad precludes the possibility of our publishing them in full. We therefore will proceed to give a generalization of the opinions expressed. Many say substantially the same thing. A majority of the letters denounce the ad as bad, and gave as substantiating argument such superlative expletives as abominable, disgusting, revolting, brutish, etc. Some opinions expressing disapproval set forth good points, and showed that the writers gave the ad consideration, and did not write from impulse or prejudice. They assert "that since the writer desired to illustrate his ad he might have chosen a less repulsive-looking fellow than the one presented;" others consider the ad bad "in that it weakens the public confidence, as the statement that Climax Plug is much the best, because a small quantity of it is as satisfactory as a larger quantity of any other, is not an argument to set before reasonable people." Still others think the ad is bad on the belief "that even a tobacco chewer would be inclined to give up the habit if he thought he ever looked as hard as the ruffian chosen to make the appeal for Climax Plug."

But now to the defense. While the number of letters was smaller, they were written by men who saw that while the ad was not an æsthetic piece of work, it was good for the purpose intended. Here are some expressions which show their views: "The ad was written and illustrated to appeal to tobacco chewers; this it most assuredly does; and while the more refined chewers will be merely amused at the 'cuts' of the boy, the majority will be forcibly impressed. The ad should be a good seller." "In these hard times any economic proposition will be jumped at by the people; the ad expresses such an one. It states that less tobacco produces the same effect that was accomplished heretofore by a larger quantity. This fact will be recognized by men who have to look to saving nickles." "The ad strikes home, and the man who wants to chew, and still does not want to have it known, will try Climax Plug." "While the ad looks at first glance like a Before and After, it is, upon inspection, found good. It will attract attention. Chewers will give Climax a trial, and the general public will, by its adverse criticism, unconsciously advertise the brand."

PRINTERS' INK would add a few re-

marks: Chewing is a habit which all men who indulge in will recommend young men to abstain from. It is revolting, in every sense. The use of plug tobacco is now almost exclusively confined to the common classes, and a tobacco firm that seeks to gain their patronage cannot hope to succeed by addressing an ethical appeal. The article to be advertised and the people addressed are both coarse. It requires a coarse statement to produce the required effect. On these grounds the Climax Plug ad is a good one of its kind.

## DON'T

get to thinking that times are too hard and church work must come to a standstill. If you are a successful pastor now is the time to

## MAKE

a stir among your flock. The work of God's kingdom should suffer no delays. This recent financial crisis was due to lack of confidence.

## YOUR PULPIT

is a place to help restore it. Stir up the young people. Get a rousing echo from the

## A

men corner. Start a church paper which shall go to every home and serve not only as a

## BULLETIN

of church, society and Sunday school, but shall give every one of your flock something good to read and make them forget what next month's

## BOARD

is going to cost them. We want to confer with you about printing that church paper so that it will bring you in a revenue. We will tell you how if you will write to

FRED'K L. CHAPMAN & CO.,  
Woman's Temple, Chicago.

This ad has effective display; it is constructed so that a statement stands out in bold type; when the context is read the words constituting this prominent statement are again called into requisition. There is a subtle meaning in the statement: "Don't make your pulpit a bulletin board." It suggests that preachers abandon reading notices, etc., from the pulpit, and utilize a medium for that purpose. With an unsatisfied curiosity excited one would learn more, and upon continuing he finds a means of obtaining a cheap medium graphically explained.



## PAYS TO DO THE LEVEL BEST.

FORT WORTH, Texas, April 19, 1894.

Editor of PRINTERS' INK:

I noticed an article in your paper of April 8th of the American Co-operative Advertising Co., of your city, and whether their plan is good or not I have distributed matter for them of advertisers who advertise considerably in the newspapers. I am sure that the circulars I distributed for them were read fully as carefully, if not more so, than their newspaper advertisements, for in a newspaper the ladies have styles, short stories, and so forth, to read that are more interesting, while the men have base-ball, politics, and so on. When they get hold of a circular they have no other reading matter to switch off on to (like the Breckinridge trial, for instance), and the advertiser has their exclusive attention. I suppose some matter is not distributed, but those who do not do their work rightly do not stay long in the business, while those who do find out soon enough that it pays to do their level best to distribute their circulars just as the firm wants it done.

Yours respectfully,  
JASPER THOMPSON.

## ADVERTISING A MISNOMER.

In England one still sees the traditional Christmas Pantomime advertised. A genuine pantomime has not been given in England for years, and if one were to be presented it would not be a success financially. The Englishman feels that he is honor-bound to demand a fulfillment of the traditional custom of his forefathers, and his sense of duty is sufficiently satisfied when he sees a pantomime advertised. Mr. Barrett, of the Cinderella Company, is quoted as saying: "Why, bless me, if we advertised anything else but a pantomime for Christmas, the public would turn its back on us."

"CRAWFORD shoes cleaned and polished free of charge," is a sign now seen in the window of many Brooklyn shoe stores.

An attractive ad in a good medium will interview more buyers in a day than a high-salaried salesman will see in a year.—*J. Scarboro.*

TO SUCCEED with country people they must know the truth. Truth on prices for a starter, and truth as to quality for a maintainer.—*M. B. Taylor.*

THE Skoda Discovery Co., with Canadian Branch at Wolfville, N. S., are making immense distributions of circulars throughout the Province of Nova Scotia.

THE K. D. C. Co., with head office at New Glasgow, N. S., has largely increased its advertising contracts among the Canadian newspapers during the past two months.

THE New York *Morning Journal* furnishes its employees with a gummed sticker bearing the words: "Read the *Morning Journal*, 6 pages, 1 cent." A correspondent sends one to PRINTERS' INK which he detached from a Worcestershire Sauce bottle at a downtown restaurant, and relates that on looking around he saw that quite a number of the restaurant implements bore the identical label. Wishing to ascertain from the proprietor how much he charged for the privilege, he was told that "some of the employees who dine here must have done it without my knowledge."

## IT WAS A WOMAN.

WASHINGTON, D. C., April 17th, 1894.

Editor of PRINTERS' INK:

"No sailing under false colors" for me. The beautiful and expressive poetry attributed to me in your last issue is from the gifted pen of Miss Sylvester, of *Art in Advertising*, and having a high regard for her talents I particularly desire that she should have the honor due her.

I used it on one of my numerous circulars between quotes, credited to exchange, as I did not know its author at that time.

Your publication of this will confer a lasting favor upon yours very truly,

WILLIAM A. HUNGERFORD.

## A NEW THOUGHT.

Office of  
POLK MILLER DRUG CO.  
RICHMOND, Va., April 18, 1894.

Editor of PRINTERS' INK:

It is said to be hard to think a new thought, but I believe I have one. To advertise, or rather to attract attention to soda water, I say: "Drink my new (whatever it is and in big letters). It is Soda-lightful."

Yours truly,  
C. W. ANDERSON.

Box 217, Richmond.

THE charm of an advertisement is elusive but deep. The real work in it does not show on the surface; its snap and brightness give no hint of the faithful, hard work which created it.—*M. S. Crawford.*

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

USE the Persian Corn Cure.

PROCURE estimates of Dodd's Agency, Boston.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

A COMPETENT newspaper pressman desires position. Address "A. B.," Printers' Ink.

NEW borders for effective advertising display. E. L. SMITH, 189 Washington St., Boston, Mass.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN &amp; BORMAN CO., Detroit.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 2c. postage. SWANK MFG. CO., Fremont, O.

MY book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

WANTED—To buy, newspaper property or periodical; city of 10,000 to 100,000. "GRANT," Printers' Ink.

WANTED—Republican newspaper in Virginia, West Virginia or Maryland. \$300 cash. Address "S. S.," Printers' Ink.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 60,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

WANTED—2,500 pounds brevier or minion type, suitable for mailing list. FRASER TABLET CO., 17-27 Vandewater St., N. Y.

TO BUY OR LEASE—A good farming or class paper. South preferred. Send copy and best terms to N. B. WHARTON, Ashland, Wis.



**"SMALL TALK ABOUT BUSINESS."** A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

**"SMALL TALK ABOUT BUSINESS."** By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

**THE American Newspaper Directory for 1894** is now ready: price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**MORE** newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

**A**n elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

**A SUCCESSFUL** newspaper man, 20 years' experience, desires to exchange valuable real estate and mining stock for an interest in first-class paying newspaper, daily or weekly. "WILLARD," Box 1614, Denver, Colo.

**YOUNG** man of ability (college bred), some means and experience desires interest in well-paying newspaper in town of ten to twenty thousand inhabitants. Address, with full particulars, "A. M.," care Printers' Ink.

**NEWSPAPERS**, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

**"ADVERTISING for Retailers."** 64 pages, 25 cents (postal note, silver or stamps). It's a good book for merchants and for newspaper men. Among other things it contains 25 or 30 ready-made ads. Address CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**100,000** CANVASSERS, house furnishers, hardware dealers and merchants to sell our new Self-heating Kitchen Iron. One iron does all the work without the use of a stove. Cost 5c. a day to heat. Retail price, \$3.00; wholesale, \$1.50. THE BOLGIANO MANUFACTURING CO., Baltimore, Md.

**NOTICE** to advertisers. When you get tired of waiting for people to hunt up your advertisement type-set ads, for instance—just drop me a line, inclosing clipping of that ad, and I'll submit, on approval, a sketch of new design for it that won't have to be hunted up to be seen. No charge if not accepted. W. MOSELEY, Box E, 466, Elgin, Ill.

**WHAT** can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

**REPORTERS WANTED**—We would like to arrange with newspaper reporters in N. Y., Jersey City, Brooklyn and Newark to furnish us with news of new buildings, enlargements, etc., which they would be apt to get in their regular business and without detriment to employer's interests. \$3 per week, or per item. State experience and territory covered. "REPORTER," Printers' Ink.

**I** am a printer and have charge of the printing of a prominent house, and get up their advertising. I like to know what other people do in that line. To the printer who sends me the best specimen of a catchy little thing I will give a font of any border on my list. (Send for it.) I sell these borders because I use them, like them, and, as they are new, want other printers to have them. E. L. SMITH, 180 Washington St., Boston, Mass.

**CORRESPONDENTS WANTED**—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in **PRINTERS' INK's** line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to **PRINTERS' INK**, New York.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**COMPLETE** printed list of taxpayers, with post-office address, of one of best counties in Missouri; accurate; just compiled; \$1.50. THE REPUBLICAN, Clinton, Mo.

**CIRCULAR** letters, typewritten, \$1.25 per 100. Large orders promptly executed. Envelopes addressed; addresses furnished at low rate. G. P. VAN WYE, Masonic Temple, Chicago.

**PERSONS** who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

**LETTERS** bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

STREET CAR ADVERTISING.

**WRITE** TO FERREE, First National Bank Bldg., Hoboken, N. J.

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**BIG** inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

**A.** A. J. JOHNSON, 361 Broadway, N. Y. City, places car advertising advantageously anywhere. Get his figures.

BOOKS.

**BOOK** of ideas on advertising, in colors. 50c. buys it. A. J. EMBREE, Belton, Texas.

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**DANGER SIGNALS**, a manual of practical hints for general advertising. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

**I** HAVE made a book. It is called "Advertising for Retailers." It has 64 pages, and contains the best I know about retail advertising. It ought to be worth \$10 to any man who will read it carefully. 25 cents is the price, stamps or silver. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**90** IDEAS on advertisement composition is a 96-page pamphlet showing ninety different ways in which the same newspaper advertisement can be displayed. Advertising managers, publishers, editors and others should have a copy. Sent by mail for 25 cents. Address THE INLAND PRINTER CO., publishers, 216 Monroe St., Chicago.

TO LET.

**A** DVERTISING space in ST. NICHOLAS.

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**WHEN** you are "rushed" hire an extra Remington Typewriter. 327 Broadway, New York. Local dealers everywhere.

**TO LET**—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. P. ROWELL & CO.

## ADVERTISING AGENCIES.

**A**LL indorse **ST. NICHOLAS**.

**G**IVE Dodd's Agency, Boston, a trial.

**G**EO. S. KRANTZ, special advertising agent for N. Y. dailies. 105 W. 14th St., N. Y.

**N**EWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

**A**DVERTISING. City and country papers. See GEO. W. PLACE, 52 Broadway, N. Y.

**100** LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**I**F you have in mind placing a line of advertising anywhere, address B. L. CRANS, Room 4, No. 10 Spruce St., N. Y. City.

**I**F you intend to advertise in any manner in the D. C., consult us. HERMAN J. MARTIN CO., 1909 7th St., Washington, D. C.

**I**F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

**H**ICKS' Newspaper Advertising Agency, WILLIAM HICKS, proprietor, 132 Nassau St., New York.

**A**LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1909 7th St., Wash., D. C.

**T**HE American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**C**HALES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

**C**ONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1909 7th St., Washington, D. C.

**T**HE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

## ADVERTISEMENT CONSTRUCTORS.

**ST. NICHOLAS**.

**S**EE JONES' BOOK, mentioned below.

**C**AREFUL service at Dodd's Agency, Boston.

**C**HALES AUSTIN BATES, New York, Vanderbilt Bldg. "Ads that sell goods."

**U**P-TO-DATE ads. They'll please you. DU-PORT, N. Elm St., Westfield, Mass.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**A**DVERTISEMENTS furnished, with or without illustrations. Address F. A. SCHNEIDER, 13 Wooster St., New York.

**T**HE best retail ads, if they are not too big, are 5 for \$5. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

**T**HE American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**H**ONEST, convincing ads, not gingerbread English that means nothing. Samples, \$1.00; 50 ads, \$25.00. W. W. BRETT, 326 Central Park West, New York City.

**J**ONES' BOOK tells how he writes ads that will greatly increase your business. Free to merchants. CHAS. F. JONES, 337 Fourth Ave., Louisville, Ky. Write to him for it.

**"B**OOK of Ideas for Advertisers." 80 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

**I** WANT to write ads and circulars for medicines and other proprietary articles, for manufacturers who want to reach the trade, and for magazine advertisers. My charges for this work are moderate, and I don't believe anybody can do it any better. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**I** WORK for business men who have not the time or have not the knack of writing for themselves. I write concisely and convincingly on any subject. Of course, the more I know about it the better I can write. It takes all of your ideas and all of mine to produce the best results. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**I** WRITE ads, circulars, catalogues. I'm a practical printer and editor, and have a faculty of boiling things down to facts. I've lived in big cities and little towns in all parts of the country—even on a farm—and know human nature pretty well. My rates are low, and I don't want your money if I don't earn it. BERT M. MOSES, Box 383, Brooklyn, N. Y.

**T**HE bells of approval keep ringing. This week the Alpha Medical Co. of New York writes: "It gives us great pleasure to say that the booklet you prepared for us meets with our entire satisfaction, and we do not doubt but that it will prove a very effective advertisement." Ask for "Business Bullets," a little book I've made for those who are alive to the importance of catchy advertising. It's free. JED SCARBORO, Box 63 Station W, Brooklyn, N. Y.

## MISCELLANEOUS.

**ST. NICHOLAS**.

**U**SE the Persian Corn Cure.

**R**ELIABLE dealing with Dodd's Agency, Boston.

**V**AN BIBBER'S Printers' Rollers.

**10** PACKETS choice flower seeds, all different, 10c. L. F. BENDER, Newport, Pa.

**\$18** SAFE. We pay freight. Send for circular. ELGIN SAFE CO., Elgin, Ill.

**S**END cabinet photograph and 25c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

## BILLPOSTING AND DISTRIBUTING.

**R**. H. JOHNSTON, advertising distributor, 1331 Franklin Ave., St. Louis, Mo.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

## ADVERTISING NOVELTIES.

**A**DVERTISING rates invariable in ST. NICHOLAS.

**N**EW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**S**EWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

**"A**BSENCE INDICATOR." Large profits to agents. Send 25c. for sample to METAL SIGN & ENGRAVING CO., Milwaukee, Wis.

**C**LOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Ct.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ELECTROTYPES.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**A**DVERTISING ELECTROTYPES. Patent light-weight metal backs. Best work. Prompt service. Wood or metal. WM. T. BARNUM & CO., Electrotypers, New Haven, Conn.

**L**OCAL advertisers, for \$1.35 per month, in advance, we will mail you each week a different comic advertising cut, which will call more attention to your advt. than would an increase of 50 per cent in your advertising space. ROWELL ADVTG. CO., 10 Spruce St., N. Y.

**500** CUTS, aggregating 10,000 inches, mostly wood-cut and half-tone reproductions of paintings, all properly labeled, which cost us over \$200 and were used only once in our almanac, are offered for \$100 net, cash with order, to make room. HEROLD DES GLAUBENS, 309 Convent St., St. Louis, Mo.

**C**ELLULYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellulypes and cellulype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

PREMIUMS.

**"B**OX o' Brownies" (rubber stamps, retail 25c.). EAGLE SUPPLY CO., New Haven, Ct.

**O**UR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

**S**EWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**S**T. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**N**EWSPAPER premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1113 Market St., Philadelphia.

**P**REMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

**D**ID you read what Printers' Ink said about my work, February 7, 1894? Best way to secure new readers and advertisers. Write for particulars. ALBERT R. KING, 89 William St., N. Y.

**O**VER 75 papers have used about 10,000 of our crayon portraits during past 3 months. No framing conditions. Send photo for sample. KELLOGG & MAYER, 96 State St., Chicago, Ill.

ADVERTISING MEDIA.

**2-L**INE ad one year \$1. Circulation, 10,000 a month. OUR HOME, Rose, N. Y.

**P**ERSIAN Corn Cure. Samples free. Send address to M. COHN, 322 W. 51st St., N. Y.

**A**DVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

**H**ARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

**I**COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

**M**Y book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**D**OMINION Newspaper List (60 weekly papers). Sworn circulation 32,226. CANADA READY PRINT CO., Hamilton, Ont.

**A**DVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CHIEF'S COMMERCIAL REPORTER, Marion, Ind.

**T**HE OPTICIAN AND JEWELER guarantees circulations 25,000 copies each month among people who buy. 96 Maiden Lane, New York.

**R**EADY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 13 Vandewater St., N. Y.

**T**HE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

**T**HE American Newspaper Directory for 1894 is now ready; price, 50 cents. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**T**HE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**A**DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**"G**OLLY, how she pulls! HOMES AND HEARTHS is "she"; 50,000 pairs of eyes see it monthly; household journal; 4c. line; yearly, 25c. Send to WATTENBERG'S AGENCY, 21 Park Row, N. Y.

**1-3** OF A CENT per thousand may be all some media are worth;  $\frac{1}{2}$  a cent a thousand is the New York WEEKLY TIMES' charge for displays. The character of its readers makes it worth that or nothing.

**C**HURCH MAGAZINES. An effective medium, reaching 25,400 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated. 10 So. 18th St., Philadelphia, Pa.

**100,000** CIRCULATION, 20c. a line. In June we shall issue the first number of the AGENTS' GIFT, and shall circulate 100,000 copies of the first edition. Advertisers will be furnished each advertiser. Forms close May 23. Address Box 220, Rose, N. Y.

**T**HE SILVER CROSS, of 158 W. 23d St., N. Y., is the King's Daughters' magazine. The manufacturers of Bon-Ami say: "It has been the means of introducing our goods into hundreds of cities where we were not previously doing business." May we send you a copy?

**R**EMINGTON Standard Typewriter, adopted by American Newspaper Publishers' Association as superior in design and workmanship, and as more desirable for use in newspaper offices than any other. Many hundred Remingtons have been sold to its membership, and give perfect satisfaction.

**F**RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

**B**ECAUSE the Democratic party has gone mad is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locks. We send you each week 1,500 half printed 16 pages, illustrated, at about the cost of the white paper. Send to W. P. WHEELER, 132 Nassau St., N. Y.

**A**MERICAN SWISS GAZETTE. (Amerikanische Schweizer Zeitung). The only organ of the 300,000 Swiss population in the United States. Established in 1863. Adopted by the Swiss Legation in Washington and the authorities in Switzerland as medium for all official communications. To sell your goods to clannish Swiss you must buy space in their national newspaper. Advertising rates 20 cents a line for one time, or \$25 an inch for a year. Offices, 116 Fulton St., New York.

**T**HE AMERICAN FARMER AND FARM NEWS is glad to guarantee to advertisers that the magic word circulation in its case means "Paid in advance." "Unrivaled in character," "National in extent," and "100,000 sold and proven." Advertisers say that it is a circulation that pays them. Take a look at this model farm journal and note the high character of its advertising patrons. The advertising rates are very low. GEO. S. BECK, Eastern Manager, 103 World Building, New York City.

## SPECIAL WRITING.

AND the common, every-day sort, too, is best done on a Remington Typewriter.

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**WOULD** you like ads? Try my "ed. copy" and they will come! *It's confidential.* G. T. HAMMOND, Newport, R. I.

**"SHORT** Talks on Advertising," by Charles Austin Bates. That is the heading of a weekly syndicate service of 300 to 500 words. It will help to increase local advertising by educating the advertiser. It advertises advertising—*"take your own medicine."* Fifty of the best papers are now using it—1,400 ought to use it. If it influences only one advertiser during the whole year, it will pay for itself ten times over, and it surely will influence more than one. The price is 25 cents per week, payable quarterly. Samples on request. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York. Talks are copyrighted. Only one paper in each town. First one gets it.

## SUPPLIES.

**VAN BIBBER'S**  
Printers' Rollers.

**ZINC** for etching. BRUCE & COOK, 100 Water St., New York.

**ADVERTISING** supplies business when nothing else will. Try ST. NICHOLAS.

**NEW** borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**THE** American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**THIS PAPER** is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'v'd, 10 Spruce St., New York. Special prices to cash buyers.

**5,000** 6½ ENVELOPES (XX white) printed by printers, for \$6.00, cash with order. Samples, 3c. stamp. LANDON PTG. CO., Columbus, Ohio.

**PAPER DEALERS**—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**REMINGTON** Standard Typewriter. Wyckoff, Seamans & Benedict, 337 Broadway, New York. Branches in all the leading cities of the U. S., also in London and Paris. General and local dealers everywhere.

**CHECK** THE INSERTIONS OF YOUR ADS.—For \$2.50 per 100, or \$5.00 per 1,000, I will furnish cards which are the simplest and most complete method of keeping track of the insertions of your advertisements ever invented. The Geo. P. Rowell Adv. Co. have used them for the past twelve years. Address WM. JOHNSTON, 10 Spruce St., New York.

## NEWS INKS.

Best in the world: warranted. I want orders, accompanied by a check in full payment—not otherwise. Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound barrel at 4c. .... \$20 00  
250-pound barrel at 4½c. .... 11 25  
100-pound keg at 6c. .... 5 01  
50-pound keg at 5½c. .... 2 75  
25-pound keg at 6c. .... 1 50

CHECK WITH ORDER—EVERY TIME.  
Send copy of paper and tell kind of press used and temperature of press-room. Satisfaction guaranteed. Address

WM. JOHNSTON,  
Foreman Printers' Ink Press,  
10 Spruce St., New York.

## FOR SALE.

**ADVERTISING** space in ST. NICHOLAS.

**ADVERTISE** with Dodd's Agency, Boston.

**\$1** BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

**30,000** LETTERS, '92 and '93. A. B. DODGE, Manchester, N. H.

**NEW** borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

**THE** American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**FOR SALE**—Very cheap, an afternoon newspaper, published in a prosperous city. For particulars address "AFTERNOON PAPER," care Printers' Ink.

**MY** CABINETS for electrotypes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 157 and 159 William St., New York.

**FOR SALE**—An old-style Potter country press, bed 32x47½. Will run 1,200 an hour. Table distribution. First-class condition. Price \$250, f. o. b. Address "N. J.," Printers' Ink.

**HANDSOME** illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

**FOR SALE**—Newspaper plant, established 60 years, consisting of morning daily and weekly, job office and book bindery, at Pottsville, Pa. Address FRANK CARTER, Pottsville, Pa.

**FOR SALE**—The AGENT'S GUIDE, a monthly publication six years old and with a fine patronage. Address "ASBIGNEE," care Parker & Scudder, attorneys, 181 Broadway, N. Y.

**JOB** printing office in growing Western town of 18,000. Presses and type almost new. Good patronage. Small payment cash; balance easy terms. O. A. KENNEDY, Ogden, Utah.

**AT AUCTION**—The highest bid received by May 21st can have the following lots of letters, viz.: Lot 1, 100,000, 1890-91-92; Lot 2, 60,000, '93. All original. E. NASON, Box 2784, New York.

**NEW** newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG. CO., Box 375, Ridgewood, N. J.

**FOR SALE**—A Republican country newspaper, in good locality in North Dakota. Good and new machinery and all new body and job type. Good reasons for selling. Address "N.," care of Printers' Ink, N. Y.

**REMINGTON STANDARD TYPEWRITERS**; absolutely unrivaled for durability, speed, simplicity and excellence of design and construction. WYCKOFF, SEAMANS & BENEDICT, 337 Broadway, New York.

**FOR SALE**—To California for health compels the sale of a first-class daily and weekly newspaper and job office, in a live Ohio city of 6,500 population. Address, quickly, "X. Y. Z.," 150 Summit St., Cleveland, O.

**DOUBLE** cylinder Hoe, bed 31x47, in good order, for immediate delivery. Speed, 3,000 to 3,500 per hour. Price, \$1,500. Three revolution Hoe, bed 32x46. Speed, 2,000 per hour. Price, \$600. Address C. B. CUTTRELL & SONS CO., 8 Spruce St., New York.

**FOR SALE** The undersigned owns, and has owned for twenty years, 1¼ lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down: just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. P. Rowell, No. 10 Spruce St., N. Y.

## NEWSPAPER INSURANCE.

**INSURE** present and future business by using ST. NICHOLAS.

**MY** book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

DESIGNS, sketches and illustrated ads drawn. E. LUTZ, 166 West Ave., Buffalo, N. Y.

MY book, "Advertising for Retailers," 64 pages, 25 cents. CHARLES AUSTIN BATES, Vanderbilt Bldg.

NEWSPAPERS  
AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 30 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT.

THE DAY prints more home advertising than any other New London, Conn., paper.

THE MORNING TELEGRAPH, New London, Conn., has a larger circulation than any other newspaper in the county.

WEEKLY **TIMES: Hartford, CONN.**

THE HARTFORD TIMES,

W. O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily issue exceeding 12,000 copies.

Weekly issue exceeding 7,000 copies.

In circulation it outranks any newspaper in New England outside of Boston or Providence. Its rates are less than one cent per line per thousand circulation. No deviation from schedule. Results have made it the most popular medium for "want" or transient advertising in the State. Rates: For one inch space (13 lines) 1 mo., \$10; 2 mos., \$15; 3 mos., \$20.

New York Office, 73 Tribune Building.

PERRY LUKENS, JR., Manager.

DISTRICT OF COLUMBIA.

ALERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.

ILLINOIS.

THE ARKANSAW TRAVELER, of Chicago, 2nd volume, greatly improved and handsomely illustrated, reaches the moneyed classes. Want such trade? Send for sample.

**The Chimney Corner**

Of Chicago, circulates 50,000 copies, monthly, to MAIL BUYERS. Winter Rate, 25 Cents per Line, Agent, Summer Rate, 20 Cents.

**The Chicago Household Guest** according to the American Newspaper Directory for 1904 (now in press), has a larger regular issue than any other monthly paper in the State, and the Directory guarantees the accuracy of the circulation rating given by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated.

KENTUCKY.

STOCK FARM, Lexington, reaches that class of farmers who raise stock.

TRI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

LOUISIANA.

THE SIGNAL, Crowley, proves 1,350 circ'n. 4 col., 8 p., all home print. Samples and rates.

THE SOUTHWESTERN CHRISTIAN ADVOCATE, New Orleans, is one of the only four weekly papers in Louisiana to which a guaranteed circulation rating will be accorded in the American Newspaper Directory for 1894, exceeding 5,000 copies. It is given 5,522.

MAINE.

MAINE—In its issue of May 9th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Maine?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 14,000 copies.

It has for its patrons the wealthy and well-to-do citizens of Bangor and vicinity, who spend the heated months at watering-places. They will read your advertisement in the COMMERCIAL 1 inch, 1 mo., \$3.00; 1 inch, 2 mos., \$5.00; 1 inch, 3 mos., \$7.50.

New York Office, 73 Tribune Building.

PERRY LUKENS, JR., Representative.

MARYLAND.

MARYLAND—In its issue of May 9th PRINTERS' INK will publish an article on the subject: "What paper shall an advertiser use to reach the people of Maryland?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

MASSACHUSETTS.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

BROCKTON (Mass.) ENTERPRISE, daily circulation 7,300. Ads 7c. per inch per day. 40 words solid, 50c. for 6 times. WEEKLY ENTERPRISE, 1,000 circulation, 11c. an inch per insertion.

IN Hampden County, Massachusetts, according to the American Newspaper Directory for 1894, the Springfield REPUBLICAN has a larger regular issue than any other daily paper.

MASSACHUSETTS—In its issue of May 16th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Massachusetts?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

MICHIGAN.

**FREE** Will insert your ad free if we don't prove 30,000 every month. Rate, 15c. a line. Once a Month, Detroit, Mich.

**MICHIGAN**—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Michigan?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MINNESOTA.

**MINNEAPOLIS TIDENDE** has the largest circulation of any Norwegian-Danish paper in Minnesota.

**ST. PAUL GLOBE**, daily, 22,000; Sunday, 30,000; weekly, 30,000. Eastern office, No. 547 Temple Court, New York. C. E. ELLIS, manager.

## The Housekeeper, Minneapolis, Minn. Woman's Home Paper. Pays Advertisers.

**MINNESOTA**—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Minnesota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MISSISSIPPI.

**MISSISSIPPI**—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Mississippi?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MISSOURI.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation 23,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo. is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

**MEDICAL BRIEF**, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation 23,000. Brings results. Our Catholic Premium Almanac, of which over 50,000 copies are distributed, is the most handsome book of this kind published, and brings results to advertisers. For specimen copy and rates address us. Ready for press July 1.

**MISSOURI**—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Missouri?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MONTANA.

**MONTANA**—In its issue of June 4th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Montana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEBRASKA.

**NEBRASKA**—In its issue of June 6th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nebraska?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEVADA.

**NEVADA**—In its issue of June 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nevada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW HAMPSHIRE.

**NEW HAMPSHIRE**—In its issue of June 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Hampshire?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW JERSEY.

### THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

**NEW JERSEY**—In its issue of June 20th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Jersey?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW MEXICO.

**NEW MEXICO**—In its issue of June 20th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Mexico?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW YORK.

### ST. NICHOLAS.

**THREE** trial lines 25c. in Watertown (N. Y.) **HERALD**—30,000 readers.

**FOR** any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

**ROWELL** accounts **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

**BOONVILLE** (N. Y.) **HERALD**. Value received to advertisers, 5,000 circulation guaranteed.

**NEWBURGH**, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

**LADIES' WORLD** for June will be devoted specially to the interests of housekeepers. Paid circulation will exceed 375,000 copies. Rates will advance on May 1st. Until that date orders will be booked at the old rate to run for any period up to and including May of 1890. S. H. MOORE & CO., Publishers, New York.



**F. M. LUPTON's** popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address **F. M. LUPTON**, publisher, 106 & 108 Reade St., N. Y.

### A COMPARISON

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

### ADVERTISERS

"Keep your eye on

## GODEYS "

because the reading public are getting,

through us,

which means—"Practically your choice of any American Periodical Free."

**NEW YORK**—In its issue of June 27th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New York?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**PUBLISHERS** SILVER CROSS, 158 W. 33d St., N. Y.

GENTLEMEN:—

April 23, 1894.

We wish to congratulate you upon the great improvement in your paper, and we are pleased to state to you our belief in its value as an advertising medium, going as it does to such a select and desirable constituency. It has been the means of introducing our goods in hundreds of cities where we were not previously doing business. Yours very truly,

**CHILDS & CHILDS,**  
Mfrs. "Bon-Ami" Soap.



"While there's Life there's Hope."

25 West 33d Street, N. Y.

**T. F. SYKES,**

Mgr. Advertising Department.

A paper with a national circulation has something besides mere space to offer the advertiser.

### NORTH CAROLINA.

**THE CAUCASIAN** leads in the State. Has the largest paid-up subscription.

## OHIO.

**\$2.00** FOR one-inch hotel ad three months. **SUNDAY NEWS**, Zanesville, O.

## PENNSYLVANIA.

**SCRANTON (Pa.) REPUBLICAN** has the largest circulation of any Scranton paper.

**Pittsburgh PRESS** has the largest circulation rating of any daily in that city, viz: 440,964.

**PARK'S FLORAL MAGAZINE**, Libonia, Pa. Monthly 100,000 proved circulation. Advertising office, No. 517 Temple Court, New York. **C. E. ELLIS**, manager.

## RHODE ISLAND.

**THE NEWS**, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

## TEXAS.

### THE POST: Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. **R. C. BECKWITH**, Sole Agent Foreign Advertising, New York and Chicago.

## WASHINGTON.

**SEATTLE TELEGRAPH.**

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

## WISCONSIN.

**EXCELSIOR**, Milwaukee, Wis. The leading religious newspaper in Wisconsin.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

**MILWAUKEE WISCONSIN:** is accorded a higher circulation rating than is given to any other evening daily in Wisconsin.

## CANADA.

"**BIZ**," the Printers' Ink of Canada. Everything in it read twice. Ads 10 and 15 cts. per line. Toronto, Canada.

## SO. & CEN. AMERICA.

**PANAMA STAR AND HERALD**—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 37,000. **ANDREAS & CO.**, gen. agents, 52 Broad St., N. Y.

The  
American Newspaper Directory  
for 1894  
  
Is Out.



## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks,	-	17,308 copies
Last issue,	-	18,600 copies

NEW YORK, MAY 2, 1894.

MENTION the name of a competitor and you advertise him; slander him and you do yourself no end of harm.

PUT bright and original ideas in your ads; the public appreciates good work and will reward you with patronage if you succeed in having your ads leave favorable impressions.

THE chasm of possible failure yawns before every man when he starts in business. Advertising forms a good bridge for this chasm, but its material is expensive and must be bought advantageously or the cost will be ruinous.

THE American Newspaper Directory for 1894 contains the names of 20,169 newspapers and periodicals. Of these 3,173 have circulation ratings the absolute correctness of which is guaranteed by the publishers of the Directory by a \$100 forfeit in each case. Of the others the publishers of 5,205 furnished reports so indefinite as not to permit of any guaranty for their accuracy, and 11,791, after being twice appealed to, preferred to withhold any information on the subject.

## WAYS THAT ARE DARK.

On the 15th of January last the publishers of the American Newspaper Directory received by mail the written

and printed matter reproduced below:  
To the Publishers of the AMERICAN NEWS-  
PAPER DIRECTORY:

No issue of this paper for the period of a full year preceding the date of this certificate has been less than

13,460

complete copies

Average issue 23,040 Cops

Average issue exact 18,000 Cops

Name of paper California Family Ledger

Town and State Los Angeles, Cal

Signature H. Dodge, Manager.

Date Jan 2 - 1894 -

Signature Copy to your address by this mail.  
The affidavit enclosed



ESTABLISHED AT STOCKTON, CAL., 1889.

HOWARD A. DODGE, Managing Editor.

**PUBLISHED EVERY SATURDAY**  
—AT—  
**LOS ANGELES, CALIFORNIA.**

Entered at the Post-Office as Mail Matter  
of the Second Class.

STATE OF CALIFORNIA. { SS.

COUNTY OF LOS ANGELES.

Before me, a Notary Public in and for the County and State aforesaid personally came HOWARD A. DODGE, who on being duly sworn depose and says that he is the Manager of the FAMILY LEDGER, and that the guaranteed circulation of the FAMILY LEDGER now exceeds 18,000 copies, and that 23,040 copies of this weeks issue dated Oct. 20, 1893, have been printed. Signed,  
HOWARD A. DODGE.

Sworn to and subscribed before me this 19th day of October, A. D. 1893.

{ SEAL }

H. E. CORNWELL,  
228 W First Street,  
Notary Public.

## AN ACT

To add a New Section to the Penal Code, to be numbered 538, relating to misrepresentations as to circulation, by proprietors of newspapers and periodicals, for the purpose of obtaining patronage.

The people of the State of California, represented in Senate and Assembly, do enact as follows:

SECTION 1. A new section is hereby added to the Penal Code, to be known as section five hundred and thirty-eight, to read as follows:

SECTION 538. Every proprietor or publisher of any newspaper or periodical who shall willfully and knowingly misrepresent the circulation of such newspaper or periodical for the purpose of a cunning advertising or other patronage, shall be deemed guilty of a misdemeanor.

SECTION 2. This Act shall take effect and be in force immediately from and after its passage.  
Approved March 10, 1894.

Exactly sixty days later, and too late to make the correction, the following letter came to hand:

Office of  
 "CALIFORNIA FAMILY LEDGER,"  
 Has a Larger Guaranteed Circulation  
 Than Any Other Periodical Published  
 in Southern California.  
 Average Sworn Circulation for 1893 Was  
 18,240 Copies.  
 LOS ANGELES, Cal., April 9, 1894.  
 Geo. P. Rowell & Co.:

Our circulation is not now up to the figures given you; it will be wise for you *not to guarantee them*. Again, on referring to the matter, we find that they are *not correct*, as we suspended publication for a few months during our legal difficulties with the Ledger Pub. Co. I make you this explanation, *as it has occurred to me* that some one may set up a claim to your hundred dollars, as *we did not issue regularly*.

While our highest issue was 23,040 copies and the lowest 8,760, yet the interrupted issue may in some minds cause us trouble, and possibly involve you in needless correspondence and expense.

We believe this explanation no more than just to you, and that you will excuse our oversight as to the interrupted issue, and *withdraw the guarantee* in our case. I am,

Yours hastily

*Howard A Dodge*

We should be rated E.

#### THE NEW YORK "PRESS."

In the four past issues of PRINTERS' INK a statement has been conspicuously published to the effect that the American Newspaper Directory for 1894 accords to the New York *Press* a larger circulation rating than any other daily paper in New York City receives. Now the New York *Press* does not claim to have the largest circulation of any daily paper in New York. That claim is put forth by the *Sun*, the *News*, the *Herald* and the *World*. The interesting fact is that the *Press* is the only one of the five that is willing to allow the public to know just what edition it actually has printed. By the Directory system of rating circulations, the letter "A" is the highest symbol accorded to any publication that declines or neglects to furnish information on the subject. It means exceeding 75,000 copies. All the four papers named above are rated "A," *but the Press stands alone as the one willing to show the absolute facts*; it therefore gets credit for its actual average issue of 111,812 copies per day throughout an entire year and it ought to be mighty proud of the success it has achieved.

MR. A. WARD of the *Sapolo Monthly* uses the American Newspaper Directory as his guide in placing

advertising contracts, but at present he or some other person is incurring expense in sending out anonymously the following comment on some edition of

#### ROWELL'S NEWSPAPER DIRECTORY.

To the Editor of Fame (Aristides Ward's Journal.)

RE:-For more than 20 years Messrs. George P. Rowell & Company has conducted a newspaper advertising agency. For nearly the whole of that time they have annually published a newspaper directory, purporting to give the circulations of the newspapers published in the United States. The ratings given of these circulations have been very erratic; sometimes largely over-estimated and at other times as largely under-estimated.

The publication of this year is a remarkable one in this respect, as a few instances, selected at random, will show.

In the city of Boston "The Herald" is rated as having a circulation of 75,000; the "Globe," 185,330; "The Journal," 20,000, and "The Transcript," 7,500.

In New York city "The Herald" is given 40,000; "The Telegram," 17,500; "The World," 75,000, and "The Times" and "Tribune," 20,000 each. "Printers' Ink" (their own publication) is given 45,000, and "Art in Advertising," a rival publication, 400 copies.

In Cincinnati, "The Commercial Gazette," 17,500, and "The Enquirer" and "Times-Star," 20,000 each.

In St. Louis, "The Chronicle" and "Globe-Democrat" are credited with 40,000 each, and "The Republic" and "Post-Dispatch," 20,000 each.

In Indianapolis, "The Journal," 4,000, and "The Sentinel," 17,500.

In Louisville, "The Commercial," 17,500, and "The Courier-Journal," 12,500.

In Chicago, "The Tribune," 75,000; "Herald," 50,000, and "The Inter-Ocean," "Journal," "Times," "Post" and "Mail," 20,000 each.

These are merely specimen exhibits, taken at random; but close examination of the book will show the same erratic statements on almost every page. The mere statement is sufficient to show the worthlessness of the ratings. Any newsboy in the different cities will give a rate more nearly the truth than is given in this Directory.

In a recent letter of the Editor (?) of the Directory, making explanations of some of the gross errors, he states that the circulations given are "his estimate," and that he had used his "best judgment." What must be thought of the "best judgment" of the Editor who credits leading newspapers of the large cities with circulations as given above? What confidence can the public place in a publication so glaringly imperfect.

Every citizen of these cities knows the statements made are notoriously wrong; and that the man who places any confidence in them, will be the worst informed man in the country.

But to expose the worthlessness of the so-called Directory was not my purpose when I commenced this communication. It was to repeat and enforce the oft-repeated and familiar statement, that honesty and truthfulness is the best and only true policy upon which to do business, and the only one which will endure the test of time.

Advertisers are among the brightest of men. The value of a newspaper is a constant value, and they soon become well-informed as to the character, standing, and circulations of the newspapers of the country. When they see such statements as above quoted, regarding the newspapers, made not this year, but year after year, that they know to be glaringly wrong, they begin to distrust the firm, and conclude that its members are thoroughly ignorant of that in which they profess to be well-informed; or else are purposely false and untruthful.

OBSEVER.

These statements said to be originated and anonymously circulated by

the A. Ward in question, exhibit a degree of imagination in excess of that ever indulged in by the lamented A. Ward, showman, of at least equal fame and a writer who confined himself more nearly to facts. He asserts that PRINTERS' INK is given 45,000 circulation. On the contrary, the rating of the Little Schoolmaster is put down, in the book referred to, as 24,428, while *Art in Advertising*, which he says is rated 400, is really credited with 10,830, exactly what the publisher states his circulation to have been. The other figures given are, as a rule, equally wide of the mark. However, if unfriendly or even untruthful criticism can point out a method for making a better book the publishers of the American Newspaper Directory will be glad to avail themselves of it. Honest criticism is invited and valued. Anonymous attacks also have their value.

### KENTUCKY.

[The short essays on how to advertise in a State or Territory, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory—the issue for 1894—issued May 1st and now on sale.

Kentucky, the "Blue Grass State," second to enter the Union under the federal constitution, is number thirty-five in territorial area, including within its borders an even 40,000 square miles. It is larger than all New England, omitting Maine, and nearly the size of Ohio.

In population it ranks number eleven, having 1,858,635 inhabitants, about one-sixth being of African descent. There is a male majority of 27,000. Although in area five times as large as Massachusetts, its population is nearly 400,000 less. Between the census of 1880 and 1890 its ratio of increase was over twelve and one-half per cent.

It is divided into 119 counties, while New York with a larger area has but 60.

Of its 289 newspapers, 24 are issued daily, 226 weekly and 25 monthly. Their aggregate circulation each issue is not far from 600,000.

The following are the only cities or towns with a population of more than 5,000:

Louisville.....	Population 161,129
Covington.....	" 37,371
Newport.....	" 24,918
Lexington.....	" 21,567
Paducah.....	" 12,797
Owensboro.....	" 9,837

Henderson.....	Population 8,835
Frankfort.....	" 7,892
Bowling Green....	" 7,803
Hopkinsville.....	" 5,833
Maysville.....	" 5,358

Louisville is the metropolis, and of first consideration to an advertiser. The old theory of advertising first in the smaller towns and cheap papers, to be followed up in time by using the more expensive city papers, has been, it appears, pretty much abandoned. It is now conceded that the best and most profitable advertising may be had in the best and most widely circulated newspapers. Covington and Newport are on the river opposite Cincinnati, and Maysville is also on the river, but fifty miles further east. Lexington, in the center of the famous "Blue Grass" region, is an inland town of national reputation as being a great horse market. Henderson, Paducah and Owensboro are all centers of trade on the Ohio River. Frankfort, the State capital, has large manufacturing and distilling interests, and Bowling Green and Hopkinsville are inland towns at good distributing centers.

There are fifteen counties without a newspaper. Of the 289 newspapers published in the State, it appears probable from their ratings that at least 217 have a circulation of less than 1,000, and that one-half of these do not exceed 500. The dailies and weeklies outside Louisville accorded a circulation rating of more than 1,000 copies are as follows (where figures are given the rating is guaranteed).

Bowling Green.....	Times-Gazette.....	weekly	
	Democrat.....	weekly	
Catlettsburg.....	Cen. Methodist.....	weekly	4,500
	Ky. Democrat.....	weekly	
Cloverport.....	News.....	weekly	1,990
Covington.....	Commonwealth.....	daily	
	".....	weekly	
	Kentucky Post.....	daily	
Danville.....	Ky. Advocate.....	tri-w'y	3,000
Franklin.....	Favorite.....	weekly	
Glasgow.....	Republican.....	weekly	1,200
	Times.....	weekly	2,270
Henderson.....	Gleaner.....	weekly	
	Journal.....	weekly	
Hopkinsville.....	Indicator.....	weekly	1,000
Lexington.....	Leader.....	daily	2,178
	".....	weekly	1,393
	".....	Sund'y	
	Ky. Stock Farm.....	weekly	
	Southern School.....	weekly	4,217
Marion.....	Press.....	weekly	1,400
Newport.....	Journal.....	weekly	
Owensboro.....	Inquirer.....	weekly	
	Messenger.....	weekly	
Paducah.....	News.....	weekly	
	Standard.....	weekly	
Paris.....	Ky. Citizen.....	weekly	
Princeton.....	Banner.....	weekly	1,000
Sharpsburg.....	World.....	weekly	1,239
Shelbyville.....	Sentinel.....	weekly	

The newspapers of Louisville to

which is accredited a circulation of more than 5,000 copies are as follows, the rating being given against each. "A" indicates exceeding 75,000; "B" 40,000; "C" 20,000; "D" 17,500; "E" 12,500 and "F" 7,500.

Commercial.....	daily	E
".....	Sunday	D
".....	weekly	E
Courier-Journal.....	daily	D
".....	Sunday	C
".....	weekly	A
Post.....	daily	F
Times.....	daily	C
Christian Guide.....	weekly	F
Christian Observer.....	weekly	13,000
Farmers' Home Journal.....	weekly	F
Truth.....	Sunday	F
Western Recorder.....	weekly	E
Home and Farm.....	semi-m'ly	B
Masonic Home Journal.....	semi-m'ly	*E
Bishop's Letter.....	mon'ly	5,000
Manufacturer and Builder.....	monthly	F

The *Courier-Journal* dates back to the year 1830, and is the oldest paper in the State. In 1831 Geo. D. Prentice, a Yankee from Connecticut, became editor of, and afterwards made famous, the *Journal*. It was a Whig paper and strongly denounced the doctrine of secession. In 1843 the *Courier* and in 1868 the *Democrat* was consolidated with it, and under the able management of Col. Watterson has lost none of its former prestige; the Colonel is, next to Mr. Dana, perhaps the brightest and most incisive writer for the press in America. The publishers' official statement in the 1894 American Newspaper Directory gives a daily circulation of 30,000, Sunday 35,000, weekly 144,091, and it is remarked of the weekly that it goes into every State and Territory of the Union excepting Alaska and Oklahoma. The circulation shown in Kentucky alone is 34,722.

The *Commercial*, like the *Courier-Journal*, is a morning paper, established as far back as 1869, and has always stood in the front rank as a good advertising medium.

The *Times*, an evening daily, announces a circulation of "over 30,000 copies every day," or "three times greater than that of any other afternoon paper in the State," and there appears no reason for doubting it.

Of class journals, Kentucky has a goodly number. There are ten religious weeklies and two monthlies, the Louisville *Christian Observer*, leading with a guaranteed circulation of 13,000. There are two agricultural weeklies and one semi-monthly, the *Home and Farm*, whose publisher

guarantees a circulation of 75,000. The live stock papers, three in number, are all in Lexington. For bicyclists, Louisville has the *Southern Wheelman*, weekly, with a guaranteed circulation of 3,000; then there is the *National Publisher and Printer*, monthly, and the *Southern Manufacturer and Builder*; this last is rated as having at least 7,500 circulation. With such information as is given above, an advertiser can more readily arrange the details for any proposed line of advertising. In a general way, a six-inch advertisement one year in all the weeklies of the State outside Louisville should cost for one year not to exceed \$2,500; the dailies added would cost about \$700 additional, and three inches every other day (one year) in the Louisville *Courier-Journal*, *Commercial*, *Post* and *Times* about \$2,000 more.

## LOUISIANA.

[The short essays on how to advertise in a State, now appearing weekly in *PRINTERS' INK*, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the last issue of the American Newspaper Directory—the issue for 1894—issued May 1st and now on sale.

Louisiana is larger than Pennsylvania, having an area of 45,420 square miles, while its population of 1,118,587, is less than that of Kansas, South Carolina or Alabama and is less than one-fourth of that in Pennsylvania. One-fifth of all its people live in New Orleans. The colored race exceeds the whites in number by about 8,000 and the sexes are evenly divided. The State is subdivided into parishes instead of counties, of which there are 59. In two of them no newspapers are published. The cities and towns of more than 3,000 population are:

New Orleans.....	242,039
Shreveport.....	11,079
Baton Rouge.....	10,478
New Iberia.....	3,447
Lake Charles.....	3,443
Gretna.....	3,332
Monroe.....	3,256
Plaquemine.....	3,229
Donaldsonville.....	3,131

New Orleans is the twelfth city in point of population. It is larger than Pittsburgh, Washington, Detroit or Louisville. Baton Rouge, the State capital, is on the Mississippi, 90 miles distant.

An examination of the facts reported concerning the 172 newspapers in the

State discloses an unusual number of unusually small circulation. Over forty seem to have from 100 to 400 each; sixty more appear to have from 400 to 800, while the aggregate circulation of the 172 is about 200,000. The papers are subdivided into 15 dailies, 1 semi-weekly, 141 weeklies, 3 semi-monthlies and 12 monthlies. Those believed to be entitled to a rating of 1,000 and over outside of New Orleans are as follows. (The figures indicate the circulation is guaranteed):

Baton Rouge..	Advocate.....	weekly	
Crowley.....	Signal.....	weekly	1,250
Donaldsonville..	Chief.....	weekly	1,008
Homer.....	Alliance Farmer..	weekly	1,050
Lake Charles....	American.....	weekly	
Morgan City....	Commonwealth..	monthly	
Shreveport.....	Times.....	daily, Sun. and w'kly	

In New Orleans the following is a list of all rated above 5,000:

Picayune.....	daily and weekly	
State.....	daily	12,069
".....	semi-weekly	5,797
Times-Democrat.....	daily and weekly	
Christian Advocate.....	weekly	6,500
Southwestern Chris. Advocate..	weekly	5,532

The *Picayune* is one of the best known papers of the country and was established in 1837, seven years after Louisiana became a State. The *State* is the only daily that furnished such a statement covering a full year as the Directory was able to guarantee. It is recognized as an advertising medium not to be neglected. The *Times-Democrat*, in its publishers' statement on page 286 of the Directory, claims "a larger circulation than any daily newspaper south of the Potomac and Ohio Rivers."

The daily *Bee*, or *L'Abeille*, is published in French, and for many years has been the medium to reach directly the large percentage of population of French or Creole descent. It is doubtless true that the *Picayune*, *State* and *Times-Democrat* either daily or weekly find their way to nearly every town in the State, so that the advertiser will give to them his first attention. The two *Christian Advocates* are also good mediums for both city and country. Not more than fifteen per cent of the amount appropriated for this State should be expended outside of New Orleans.

FOR every dollar in a man's pocket there are a dozen uses; and the successful advertiser is the one who can convince the man that what is most wanted is to be found in the advertiser's store.

## ADVICE FOR AMATEUR PUBLISHERS.

CHICAGO, April 20, 1894.

Editor of PRINTERS' INK:

Will you kindly state in the columns of your *valuable educator* on what grounds, if any, an advertising agency can claim a commission on business that has previously been inserted in a publication direct by the advertiser? For instance, last year I solicited and secured (by allowing a small discount) an order from a firm, which is now a prominent advertiser, their first order. This firm has now placed their business in the hands of an agency, and they now wish to claim the regular discount, plus the discount allowed the advertiser last year. With anticipated thanks,

WILL C. BRAUN.

You are not obliged to accept the advertising from the agent. If the advertiser is not willing to continue his direct dealings with you, receiving the small discount or commission, he has the privilege of getting along without your paper, you will have the privilege of getting along without his advertising, and the agent will have the privilege of getting along without his commission. This matter of the commission appears to be the keystone of the whole matter. Possibly you gave the full agent's commission originally to the advertiser, in which case it would look as if you had been the Jonah that brought peril to your own ship.

A prominent publisher recently told PRINTERS' INK that some years ago he decided to revise his rate card, and issue positive orders that it should be observed by all in connection with his office as actually a schedule of rates, and not a guessing table. He said that it took three years to convince the advertising agents that this was so. It was something so novel to them that they were slow to comprehend, but when they finally did they were the best friends he ever had.

In this particular case PRINTERS' INK would advise as follows:


As you happen to have got caught in your effort to place the advertiser in a position to crow over the agent, you had better allow the agent his commission on the net amount now, and look real pleased.

THE practice of giving a Tiffany made souvenir spoon to the person who sends the largest number of advertisement soliciting circulars in a week, inaugurated December 27, 1893, will be discontinued after the issue of May 23d.



**SUPERIOR** Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.  
**STAMPS FOR COLLECTIONS**—Send for lists. **E. T. PARKER**, Bethlehem, Pa.

MENTION THIS PAPER  
WHEN YOU WRITE.



**WIRE RACKS**

For holding Papers, Letter Files, Letter Books, Circulars, Printed Matter, Anything Clean, Light, Strong, Handsome, Portable. In use all over United States. Send for Catalogue and testimonials.

**POPE RACK COMPANY**  
ST. LOUIS, MO.

## PILES POSITIVELY CURED



without the use of salves, ointments or suppositories by

### KOMCHACIN CALORIC

a clean and harmless remedy for Piles, Hemorrhoids, Fissures and kindred complaints, effecting a complete cure by means of

**DRY-HEATED MEDICINAL VAPOR.**

Sent, carriage prepaid, for \$1.00.

Descriptive Circular Free.

**KOMCHACIN CALORIC COMPANY**  
130 LINCOLN ST., BOSTON, MASS.



My heart is very sad to-night,  
Unrest is in the air,  
I cannot tell just which it is;  
Dyspepsia or despair.

—Washington Star.

It is dyspepsia,  
and

**A • Ripans • Tabule**  
will dispel it.

WE HAVE A NEW STYLE

## Babcock Dispatch Press,

6-Column Quarto, Double Feed (Speed 2800 per hour), in use slightly more than one year.

**FOR SALE AT BARCAIN.**

Replaced by our "NEW MODEL WEB"

(Speed 9 to 12,000).

**CAMPBELL PRINTING PRESS & MFG. CO.,**

160 WILLIAM STREET, NEW YORK.

334 DEARBORN STREET, CHICAGO.

## Advertising Novelties.



— Fence-Board and Oilcloth Signs.  
Rulers, Yardsticks, Wood Novelties, Etc.

ILLUSTRATED CATALOGUE FREE. PRICES VERY LOW.

BUY DIRECT AND SAVE AGENTS' COMMISSION. ADDRESS

**THE AMERICAN ADVERTISING CONCERN,**

LOCAL AGENTS WANTED.

JAMESTOWN, N. Y.



**SUMMER BOARDERS. There is**

THE  
**National**  
**Tribune**

OF WASHINGTON, D. C.,

reaches the most prosperous  
 people in every town in the  
 North and West.

Summer Hotel Proprietors  
 would do well to use its col-  
 umns to reach a paying class of  
 patrons. Address

**THE NATIONAL TRIBUNE,**  
 WASHINGTON, D. C.

Or BYRON ANDREWS,

66 Pulitzer Building, New York City.

It  
 is  
 by  
 using

**The Toledo  
 Blade**

Circulation—Daily above  
**15,000** copies each issue.  
 The Weekly Blade is the  
 Great National Journal of  
 the West. Circulation  
 always above **100,000**.

For rates to advertisers address

THE BLADE, TOLEDO, OHIO.

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## The Religious Telescope,

DAYTON, OHIO,

Is the weekly organ of the United Brethren Church. Its constituency represents the cultured and well-to-do membership of that growing denomination. As an advertising medium it has a field particularly its own. Leading advertisers use its columns regularly.

**CIRCULATION GUARANTEED 16,000.**

Information as to Rates will be cheerfully given by any Responsible Agency,  
 or the Publisher, Dayton, Ohio.

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**ANYTHING**  
**IN**  
**ADVERTISING**  
**CHAS. K. HAMMITT,**  
**Two-Thirty-One**  
**BROADWAY,**  
**NEW YORK.**



We control all of the street-car advertising in Boston and nearly nine-tenths of all the street-car advertising space in New England.

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**138,868,619**

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paid passengers were carried by the Boston street cars in 1893. More than twice the entire population of the United States.

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**866,749**

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passengers every day. A number equal to about three-fourths of the total population of Boston.

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**1,000**

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cars are used daily. Three-fourths of these cars are propelled and lighted by electricity.

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**2 cents**

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pays for a card, 11 x 21 inches, in one car, one day.

## UNION STREET RAILWAY ADVERTISING CO.,

Times Building, New York.

Sears Building, Boston.

M. WINEBURGH, - - PRESIDENT.

We haven't told half what we know about car advertising in Boston. If you're interested, write to us.

VOLUME 6 No 6 (MN 66)  
PRICE 25 CENTS PER YEAR

**APRIL 1894**

PUBLISHED BY  
THE GANNETT & MORSE CONCERN  
AUGUSTA MAINE

THE AMERICAN NEWSPAPER DIRECTORY FOR 1894, as well as every other recognized authority, gives **COMFORT**

## THE LARGEST CIRCULATION IN AMERICA.

One Million two hundred and twenty-one thousand copies every issue.

Facts and Figures under oath.

That's why, if you put it in **COMFORT** it pays.

Send for a copy and note the recent improvements which are adding over four thousand new paid-up yearly (and 2 years') subscribers per week even in these times of depression. Space of agents or of us. THE GANNETT & MORSE CONCERN, Publishers **COMFORT**. Home Office, Augusta, Me. Boston Office, John Hancock Bld'g. New York Office, Tribune Bld'g.

# I Am Making An Impression !

Ink makers have much occasion to advance prices, so as to obtain a margin for the pressman.

I do not have to do this.

I am consequently prepared to say that the ink I sell at

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 6c.,	5 00
50-pound Keg at 6½c.,	2 75
25-pound Keg at 6c.,	1 50

is just as good NEWS ink as can be bought anywhere at 25 cents a pound. It is not a matter of price. On news ink it all depends on how you stand with the pressman.

No one can do good newspaper work with a book ink—my ink is the best in the world for newspaper work. That is all I claim for it.

Any newspaper can be well printed with my 6 and 4 cent ink (they are both the same); but no paper could be printed at all on a fast press with a black ink worth four dollars a pound, such as is used for the finest cut printing.

I am a good printer and know what I am talking about.

In cases where a publisher feels that he really must pay more for ink than I ask him, I have offered to send the over-payment to his pressman. It would be better, however, for the employer to add a dollar or two to his pressman's wages and then buy ink as cheap as he can.

It is a fact that the pressman can make or mar the reputation of any ink, and that the practice common among ink dealers of feeling the pressman is based upon justice and common sense. I cannot do it, however, at the prices at which I sell. Furthermore, I would hardly know how to do it, because I have no traveler, salesman or bookkeeper to manage it for me, so I have to make up for these expensive ornaments by lowering the price of ink to offset the saving and keep me from becoming a millionaire too quick for my health. I hope that every publisher who buys ink of me will see the propriety of increasing his pressman's salary.

I feel confident that I am making an impression on the ink trade. My proposals are square and



## FLAT-FOOTED

and, what is better, no one finds any fault with the goods I sell.

To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the pressroom; and, most important of all, a check with the order.

**WM. JOHNSTON, Foreman Printers' Ink Press,**  
10 Spruce Street, New York.

## TO NEWSPAPER MEN.

# It Will Pay You!

to see to it that your local advertising patrons are readers of PRINTERS' INK.

There is no reason why they should not pay hard cash for it.

There is no reason why you should not obtain their subscriptions.

When their advertisements with you are well planned and well worded they will become more profitable.

When their advertisements with you pay them better they will be likely to increase their patronage and become more liberal buyers of advertising space.

We repeat! It is for your interest to see to it that your advertising patrons are subscribers to PRINTERS' INK.

## DON'T YOU THINK SO YOURSELF?

*Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.*

For five years the Washington, D. C., *Star* has invested less than two hundred dollars annually in subscriptions to PRINTERS' INK. It began in 1890, ordering copies to be sent to its advertising patrons. In 1891 the subscriptions were renewed and other names added. In 1892, the experiment having proven most satisfactory (as was shown by the declarations of the recipients of the *Star's* practical gift), the *Star* subscribed to PRINTERS' INK in the names of 87 of its patrons. In former years it had paid for subscriptions in advertising space, but in 1892 on account of a peculiar ruling of Mr. Wanamaker, then Postmaster General, the *Star* paid for the subscriptions in cash. Before doing so, however, it took occasion to address its beneficiaries and to receive from each an expression of views con-

cerning the value to them of PRINTERS' INK. Here is what some of them said:

1. I want it, for I consider PRINTERS' INK an instructor and assistant and would not be without it. I intended to forward a subscription direct.

2. We regard it as being of much value in the advertising department.

3. We consider it a very valuable aid in advertising.

4. I thank you very much for that excellent little publication. It is, in my opinion, a great help to any one in forming ads, and I consider the little pamphlet valuable.

5. PRINTERS' INK fills the bill as an educator in the art of successful advertising.

6. I shall be only too glad to continue receiving this almost invaluable little text-book on advertising, as I find it of great assistance in my business.

7. I have found PRINTERS' INK serviceable.

8. I may say that the present is doubly appreciated, because I now know the value of this little journal, having been a paid subscriber the past year.

9. I was just about to renew my subscription which expires next month.

10. I beg to thank you for sending me this great help to advertisers.

11. I fully appreciate the assistance which it renders.

12. I find it quite a valuable help in my advertising.

13. It has been of benefit to me in conducting my advertising and I should feel its loss very much.

14. PRINTERS' INK is a teacher that would be sadly missed, especially by those like myself who write advertisements.

15. PRINTERS' INK is appreciated by me. I wish to thank you for it.

16. Certainly, I shall be glad to have it and if not gratuitous I would subscribe for the same.

17. Having found it interesting and instructive, I must confess it is a great aid in advertising.

18. We appreciate it.

19. We find it very valuable.

20. The little work is both interesting and instructive.

21. I didn't know your intentions, and considering it such a valuable little publication, I sent my subscription direct to the house of Rowell & Co., for which I hold the receipt.

22. We appreciate the value of the paper.

23. We will be thankful to have our name included for both subscriptions.

24. We shall be pleased to continue receiving PRINTERS' INK.

25. I consider PRINTERS' INK of great value. We think it an excellent magazine.

26. We would consider it a favor if you will kindly continue us on the list of recipients of this valuable little work.

27. We appreciate the journal highly.

28. We find it is one of the most interesting papers that we receive. We always carefully peruse it, being anxious to get what benefit we can in the way of advertising knowledge.

29. We consider PRINTERS' INK a very useful journal to every advertising business house.

30. It is of great benefit to the person wishing to do any advertising.

31. PRINTERS' INK is a most welcome visitor.

32. I am confident that my advertising is made by business and I read everything bearing on the subject.

# TO COVER THE PROSPEROUS ROCKY MOUNTAIN COUNTRY

JUDICIOUS  
ADVERTISERS  
USE

## THE COLORADO

N. EISENLORD,  
MANAGER.

## WEEKLY SUN

DENVER,  
COLO.



### CIRCULATION FOR WEEK ENDING April 14, 1894.

Colorado.....	4215
Texas.....	3586
Oregon.....	2120
Kansas.....	1645
California.....	1613
Nebraska.....	1440
Washington.....	1404
Idaho.....	1060
South Dakota.....	933
Missouri.....	966
Utah.....	136
Montana.....	921
Wyoming.....	810
Indian Territory.....	681
Illinois.....	601
Arizona.....	540
Nevada.....	636
New Mexico.....	517
Oklahoma.....	515
North Dakota.....	503
Minnesota.....	498
Iowa.....	468
Michigan.....	368
Indiana.....	130
New York.....	91
Ohio.....	83
Pennsylvania.....	67
Wisconsin.....	45
Arkansas.....	45
Canada.....	38
Tennessee.....	32
Massachusetts.....	24
West Virginia.....	18
North Carolina.....	17
Maine.....	15
Kentucky.....	14
Vermont.....	14
Georgia.....	19
Florida.....	10
South Carolina.....	8
Alabama.....	8
Delaware.....	7
Mississippi.....	7
Virginia.....	6
Louisiana.....	6
New Jersey.....	5
Connecticut.....	4
Rhode Island.....	4
Maryland.....	2
Foreign.....	2
District of Columbia.....	2
New Hampshire.....	1
Old Mexico.....	1
Alaska.....	0
<b>Total.....</b>	<b>26,722</b>

THE WEEKLY SUN is the only paper offering to furnish advertisers post-office receipts each week.

*No other newspaper in the Rocky Mountain Country claims one-sixth the circulation of THE WEEKLY SUN, and it is a well-known fact that the regular weekly issue of THE SUN (which does not count exchanges or deadheads) is fully four times the COMBINED total weekly issues of the other three DENVER papers.*

Contracts accepted on guarantee that circulation shall not fall below 26,000, during life of order, and should it drop below that figure to make proportionate rebate.

### ADVERTISING RATES:

**Only 10c. per Agate Line.**

NO DISCOUNT FOR TIME OR SPACE.

For Sample Copies or further information, address

**THOS. D. TAYLOR,**

MANAGER EASTERN OFFICE,

TRIBUNE BUILDING,

NEW YORK CITY.

# "Old Friends are best,"

said the great John Selden. "King James used to call for his old shoes; they were easiest for his feet."

## The Evening Wisconsin

is the oldest paper in Milwaukee, having been established in 1836. It is unquestionably the leading paper. It has by far the largest circulation of any paper in the State. All the advertisers of the city use it, and cheerfully pay more per inch for so doing than the other papers ask. Are you an advertiser? If so, you are interested in the above statements of fact. But (to quote Dickens) "the bearings of this observation lays in the application on it."

\*\*\*\*\*

### The Evening Wisconsin Company,

MILWAUKEE, WISCONSIN.

*Eastern Branch Office:*

10 Spruce Street, New York.

CHARLES H. EDDY, Manager.

# Why

does every advertising agent  
counsel the advertiser to use

THE  
**Indianapolis News?**



# Because:

- 1 Future orders depend upon the returns derived from present orders.
- 2 No other advertising field in America may be so completely covered or so entirely missed in the using or missing of a single newspaper.



P. S.—Sworn average for the past year to April 1st was 31,801 for each day. Payment for advertising conditioned on larger bona fide circulation than any other three dailies in Indiana combined.



EFFECTIVE ADVERTISER,

**U** OUGHT TO RUN



# Vick's <sup>(200,000)</sup> Magazine

(OF ROCHESTER.)

*Its Average Monthly Circulation is divided as follows:*

Eastern States,	20,147	} 130,205 East of the Mississippi and North of the Po- tomac and Ohio River.
Middle States,	49,905	
Central States,	60,153	

Southern States,	10,883	} 54,314 Below the Potomac and from Mississippi to the Rocky Mountains.
Western and South- western States,	43,431	

Rocky Mountain States, -	10,737	} 15,036 Pacific Slope, &c.
Canadian and For- eign, -	4,299	

News Companies, &c., - - 1,575

**GRAND TOTAL, - 201,130**

IT GIVES



**AND BRINGS  
ORDERS**

TO ADVERTISERS  
WHO HAVE GOODS  
THAT THE PEOPLE WANT.

ADVERTISING RATES \$1 PER LINE ON YEARLY CONTRACT.

WE SOLICIT YOUR

# CORRESPONDENCE.

**VICK PUBLISHING CO.**

H. P. HUBBARD, Secretary and Manager, 38 Times Building, New York City.

**THE  
"ITEM"***Has no Bargain Counter.***THE  
"ITEM"***Has no Cheap Sales.***THE  
"ITEM"***Has nothing to Give Away.*

.....

*"The sagacious reader who is capable of reading between these lines what does not stand written in them, but is nevertheless implied, will be able to form some conception."*

.....

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All advertisers are treated alike. Your competitor, if he has THE ITEM, pays the same for his space as you do. It is PROFITABLE ADVERTISING FOR BOTH OF YOU, but BETTER FOR YOU if he is trying to make profits by using all the Philadelphia papers except THE ITEM.

---

AVERAGE DAILY CIRCULATION, **187,446**

AVERAGE SUNDAY CIRCULATION, **213,208**

AVERAGE WEEKLY CIRCULATION, **64,885**

---

You can get Better Results by using THE ITEM ONLY than by advertising in all the other Philadelphia papers combined.

### GIVE THE ITEM A TRIAL,

or, better still, ASK S. C. BECKWITH, who represents it in New York and Chicago. He can tell you more about its good qualities in five minutes than could be told in a score of ads.

**S. C. BECKWITH,** SOLE AGENT  
FOREIGN ADVERTISING,  
48 Tribune Building, New York. 509 The "Brooklyn," Chicago.

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*"If a man look sharply and attentively, he shall see Fortune; for though she is blind, she is not invisible."*

# The Way Of It.

The business man who says that advertising does not pay does not advertise; that is how he happens to know. Every advertiser does some advertising that pays, and a great deal that does not pay. That which does pay has to carry and be responsible for that which does not.

The question therefore is how can one who is inexperienced to the extent that he has not dealt with all the papers, know which are the ones that will pay him?

A knowledge of circulations and characteristics, both of the mediums and the article to be advertised, is necessary before attempting to answer that question. First, what is to be advertised, then where shall it be advertised, and how? The where is very important. The how is oftentimes more so.

An advertisement without display is equally without character or individuality—like a face lacking expression.

A poorly displayed advertisement is an unworthy representation of any man's business. Even the smallest advertisements, properly displayed, yield good returns in proportion to their cost.

A professional gentleman who has had experience thus writes:

## Taught by Experience.

When I buy advertising, I want to feel assured that the paper in which I have space goes to the class of people I desire to reach, and further, that the people to whom it goes have a good opinion of it. I place my advertising on that basis. I used to think I did not receive my money's worth unless I could trace a certain number of pieces of business to some particular advertisement. I am over that. I meet the demand in my particular line, and having done that, I want to be known, and known *all the time*. I advertise in, say, a dozen papers, and a man comes along and employs me. Can he tell me what particular paper directed him to my office? No, not once in a hundred times. I have been advertising for years so that he may know where I am, and when he has business he comes to me. Do first-class work, and let everybody know where it can be had, and then treat your clients *white*. That is the way to get business.

We have practical ideas that we do not claim any patent on, which we are willing to freely communicate to interested parties who desire to consult with us by mail or otherwise.

---

IF YOU WISH TO ADVERTISE ANYTHING  
ANYWHERE AT ANY TIME, WRITE TO

**The Geo. P. Rowell Advertising Co.,**

**NEWSPAPER AND MAGAZINE ADVERTISING,**

**10 SPRUCE ST., NEW YORK.**